SUMMARY

KURNIAWAN MUHAMMAD NUR. Analysis of Word of Mouth and Marketing Mix Effect to the Buying Decision of Prol Tape Primadona Through Brand Image. Supervised by UJANG SUMARWAN and BAGUS PUTU YUDHIA KURNIAWAN.

In the marketing of food identity from Jember City like prol tape, UD. Primadona needs current and effective marketing strategies. The variables that affect consumers in buying decisions prol tape Primadona is not yet known with certainly by the company in determining the marketing strategy that targeted advertising.

This research aims to analyze the effect of the variable word of mouth and marketing mix 4 p's (product, price, place, and promotion) of the brand image. In addition on this research analyzed the influence of word of mouth and brand image of the buying decision prol tape Primadona, so the variables that influence the buying decisions of consumers can be known.

The method of this research is a survey, the source of research data is obtained by distributing the questionnaire directly and face-to-face interviews to respondents, namely the consumers of the UD.Primadona prol tape. Primadona as much as 155 respondents using the method of convenience sampling. Data analysis using Structural Equation Models (SEM).

Based on the analysis of test results there is significant influence between variable product, price, place, and promotion of the brand image. Significant influence is also indicated by the word of mouth influence on buying decisions, but there is no significant effect between the word of mouth on brand image and brand image influence on buying decisions. From these results the company can implement a marketing strategy to increase sales is by paying attention to word of mouth channel, creating amplified positive word of mouth, and improve marketing mix through empirically indicators.

Keywords: word of mouth, marketing mix, brand image, buying decision